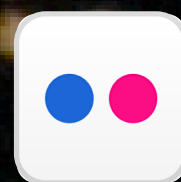


DEEP FIELD WEEK

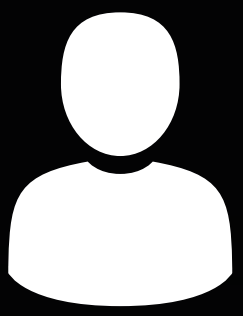
HUBBLE SPACE TELESCOPE

SOCIAL MEDIA TOOLKIT

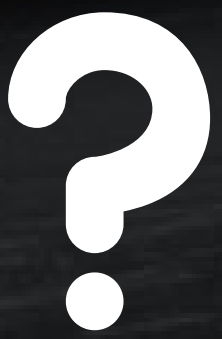


WELCOME TO DEEP FIELD WEEK!

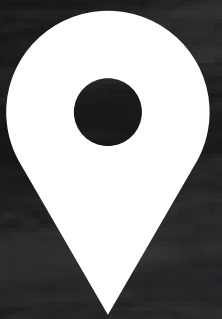
Join us in celebrating Hubble's iconic deep field images that revolutionized our understanding of the universe!



WHO: The Hubble Space Telescope



WHAT: A weeklong social media event dedicated to Hubble's Deep Field images



WHERE: @NASAHubble on Instagram, Facebook, and Twitter



WHEN: August 2-6, 2021



WHY: To take a "deep" dive into the history, importance, and future of Hubble's long-exposure deep field images

HUBBLE DEEP FIELDS

QUICK FACTS

What are deep fields?

Deep fields are long-exposure images that represent core samples of our universe. Looking back billions of light-years, these images allow us to observe the early universe and study galaxy evolution through time.

How does Hubble capture these images?

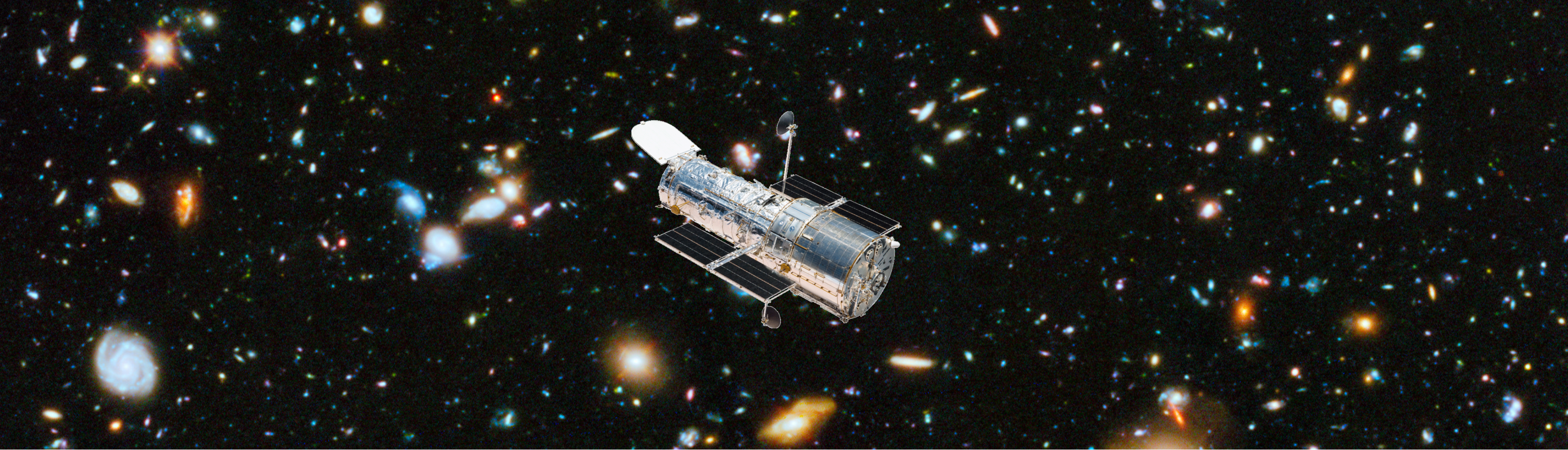
By focusing on a dark and relatively "empty" patch of sky, Hubble is able to gather light from distant galaxies over several days and exposures, providing a snapshot of a small portion of our universe as it appeared billions of years ago.

What do we "see" in deep fields?

The light from distant galaxies travels across immense distances to reach us. As we observe galaxies throughout Hubble's deep field images, we are actually peering back as early as the big bang and observing them as they develop over time.

Why are deep fields important?

As their name states, deep fields give us some of the deepest core samples of our universe and offer insight into better understanding galaxy formation and evolution. Hubble's deep fields have fundamentally shaped our perception of the universe and will continue to play a large role in further deep space exploration.



HOW TO PARTICIPATE IN DEEP FIELD WEEK

- 1** **Follow @NASAHubble** on social media and check in each day using #DeepFieldWeek.
- 2** **Test your knowledge** of Hubble's Deep Field images through an interactive trivia game on @NASAHubble Instagram.
- 3** **Capture the moment** by downloading Deep Field images taken by the Hubble Space Telescope on our Flickr.
- 4** **Become a deep field expert** through daily posts, videos, articles, podcasts, and more.
- 5** **Share the excitement** and make your own posts using #DeepFieldWeek! (Be sure to tag @NASAHubble, too!)

DEEP FIELD RESOURCES

▶ Deep Field Webpage

Get a head start on Deep Field Week by checking out our Deep Field webpage!

▶ Social Media

Join us on the following accounts for #DeepFieldWeek

Hubble Space Telescope



Twitter: @NASAHubble



Instagram: @NASAHubble



Facebook: @NASAHubble



Flickr: @NASAHubble

Hashtag

#DeepFieldWeek

▶ Messaging Suggestions

Can't wait to join @NASAHubble for #DeepFieldWeek! Hubble's deep field images have fundamentally changed our perception of the universe... check it out!

Hubble's deep field images always blow my mind, so I'm super excited for #DeepFieldWeek starting on Monday... @NASAHubble is taking a "deep" dive into the science and history of these images!

